

**ORDER**

KSNV

**Orders**

Order / Rev: **404122**  
 Alt Order #: 06831863  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 Flight Dates: 08/07/12 - 08/13/12  
 Original Date / Rev: 07/09/12 / 07/09/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Shorr Johnson Magnus  
 Buying Contact:  
 Billing Contact:  
 1831 Chestnut St.  
 Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Berkley, Shelley for Senate  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	58	\$97,450.00	\$82,832.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	58	\$97,450.00	\$82,832.50	0.00
<b>Totals</b>	<b>58</b>	<b>\$97,450.00</b>	<b>\$82,832.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	49%	\$97,450.00
Market	100%	\$198,877.55

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$39,775.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,820.41
KTUD	0%	\$0.00
KVVU	13%	\$25,854.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,977.55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM		5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/06/12	08/12/12	-TWTF--			4		\$400.00		0.00				

Order / Ref: 104122  
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 Flight Dates: 08/07/12 - 08/13/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

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E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					4	\$400.00		0.00			
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$400.00		0.00			
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					2	\$700.00		0.00			
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					8	\$700.00		0.00			
E 5	KSNV	08/07/12	08/10/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					8	\$1,400.00		0.00			
E 6	KSNV	08/13/12	08/13/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					2	\$1,400.00		0.00			
E 7	KSNV	08/13/12	08/13/12	News 3 at 4 News 3 at 4	CM	4-430p	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$700.00		0.00			
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTFS-	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTFS-					5	\$750.00		0.00			
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWTFS-	:30	5	\$6,000.00	1	0.00	NM	5	\$30,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTFS-					5	\$6,000.00		0.00			
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.00	1	0.00	NM	2	\$12,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					2	\$6,000.00		0.00			
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime WeekM Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					4	\$1,700.00		0.00			
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime WeekM Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLY DT WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					4	\$1,700.00		0.00			
E 15	KSNV	08/07/12	08/10/12		CM	9am-4pm	-TWTF--	:30	12	\$1,200.00	3	0.00	NM	12	\$14,400.00

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympics Daytime Weekd											
				Olympics Daytime Weekdays											
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-TWTF--		12		\$1,200.00		0.00					
													Totals	58	\$97,450.00